

Visual Communications

Career Cluster	Arts, Audio-Visual Technology and Communications
Course Code	05162
Prerequisite(s)	Intro to Arts/AV and Communications
Credit	.5
Program of Study and Sequence	Introduction to Arts, A/V Technology & Communications – Visual Communications – Level II pathway course
Student Organization	None
Coordinating Work-Based Learning	Guest Speakers, Field Trips
Industry Certifications	None
Dual Credit or Dual Enrollment	None
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Visual Arts Pathway Endorsement
Resources	

Course Description:

Visual Communications examines the topics of theory, two-dimensional graphic design, environmental graphic design, typography, illustration, photographic illustration and interactive media. Introduction is presented regarding how and why professionals in the field of visual communication create meaning and context through their work. Students explore the language of visual communication, how communication is influenced by form, content and context.

Program of Study Application

Visual Communications is a Level I Pathway Course in the Arts, Audio-Visual Technology & Communications career cluster. Visual Communications will prepare a student to enter a Level II pathway course in any of the Arts, A/V Tech & Communications pathways.

Course Standards

VC 1 Explore careers in the Commercial Visual Arts

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	<p>VC 1.1 Demonstrate knowledge of the jobs available in the visual communications industry</p> <p>Examples:</p> <ul style="list-style-type: none"> • Illustrator, Graphic Designer, Cartoonist, Photographer, Photo Journalist, Video Game Designer, Set Designer, Art Educator, etc. 	SDMyLife
Level 2 Skills Concept	<p>VC 1.2 Examine and critique what makes a professional portfolio</p> <p>Examples:</p> <ul style="list-style-type: none"> • Digital Portfolio • Physical Portfolio • Resume Creation 	

Notes

VC 2 Apply Elements of Art and Principles of Design

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	VC 2.1 Explore the Elements of Art and how they are applied in Visual Communications <ul style="list-style-type: none"> Elements of Art: Line, Shape, Color, Form, Value, Texture, and Space 	
Level 2 Skill/Concept	VC 2.2 Explore the Principles of Design and how they are applied in Visual Communications <ul style="list-style-type: none"> Principles of Design: Balance, Contrast, Emphasis, Pattern, Unity, Movement, and Rhythm 	

Notes**VC 3 Effectively Use Typography**

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	VC 3.1 Understand the use and application of typography in visual communication Examples: <ul style="list-style-type: none"> Use to provide information Use to provide emphasis in design 	International Typography Association (atypi.org)
Level 1 Recall	VC 3.2 Identify common terminology used in typography Examples: <ul style="list-style-type: none"> Point Size, Font, Text, Type, Italic, Bold, Justification, Serif, Sans-Serif, etc. 	International Typography Association (atypi.org)

Notes

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Adopted May 2017

VC 4 Utilize Methods and Materials used in Visual Communications

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill Concept	VC 4.1 Explore methods used in 2D/3D Visual Communications Examples: <ul style="list-style-type: none">• Drawing, painting, printmaking, photography, graphic design, photojournalism, desktop publishing, digital graphics and animation, sculpture, installations, 3D modeling, etc.	
Level 2 Skill Concept	VC 4.2 Explore materials used in 2D/3D Visual Communications Examples: <ul style="list-style-type: none">• Paint, graphite, pigment, watercolor, clay, found objects, digital graphics, film photography, digital photography, ink, paper, etc.	
Level 2 Skill Concept	VC 4.3 Explore emerging techniques and technology in Visual Communications Examples: <ul style="list-style-type: none">• Virtual Reality, drones, 3D printing, robotics, etc.	

Notes

VC 5 Demonstrate Safe Practice and Ethics in Visual Communications

<i>Webb Level</i>	<i>Sub-indicator</i>	<i>Integrated Content</i>
Level 2 Skill/Concept	VC 5.1 Demonstrate safe practices in a work environment Examples: <ul style="list-style-type: none">• Proper use of equipment• Identify hazardous materials• Demonstrate proper safety procedures	Office of Safety and Health Administration (OSHA)
Level 1 Recall	VC 5.2 Define copyright and how it impacts visual communications Examples: <ul style="list-style-type: none">• Fair use• Public Domain• Copyright Laws	US Copyright Laws
Level 2 Skill/Concept	VC 5.3 Practice correct copyright usage Examples: <ul style="list-style-type: none">• Practice of copyright laws• Students will not copy or plagiarize work which is not their own	US Copyright Laws

Notes